



Global Marketing

Nano Learning Workbook

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Global companies have, on average, 20% higher revenues than their competitors!

Do you want to build a stronger and more profitable company?



**Develop your custom multilingual
marketing strategy to:**

increase revenues

increase profits

increase valuations

increase salaries and

build resiliency!

Global Marketing

Nano Learning Workbook

This workbook is designed as a supporting tool to help you develop a multilingual marketing strategy to increase your revenues worldwide!

The marketing exercises will help you to define your vision, identify your mission and create a plan to implement a global marketing strategy that fits your business.

Turn your domestic sales into international profit!

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Marketing

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Inbound Marketing &
Buyer's Journey

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1 INTRODUCTION: GLOBAL MARKETING

2 INBOUND MARKETING

Inbound marketing consists of **thoughtful content** presented in ways that your buyer wants to consume it.

Inbound seeks visibility – it helps people find you.

Questions

Put yourself in the buyer's shoes, what kind of content do you want to see?

What content do you have now?

What content do you need?

2 THE BUYER'S JOURNEY: *AWARENESS*

The Stages of the Buyer's Journey

1. Awareness
2. Consideration
3. Decision

Activity

During the Awareness stage the buyers have identified a problem or pain they are trying to solve.

List potential problems your buyers are trying to solve.

Note: It's a valuable exercise to outline your specific Buyer's Journey to identify the stages where you "touch" clients and what they want to see at that point.

2 BUYER'S JOURNEY: *CONSIDERATION*

SWOT ANALYSIS

During the consideration stage your buyer wants to be able to compare all the options for solving their problem. One framework for this analysis is the “SWOT Analysis”, a way to understand your businesses' **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats. This allows you to see where you are more competitive.

Activity

Do a SWOT Analysis on your company. Share it with your team to get their input.

Internal Strengths	Forces Weaknesses
External Opportunities	Forces Threats

2 BUYER'S JOURNEY: **CONSIDERATION**

PORTER'S FIVE FORCES

Porter's Five Forces is a model to explore where to position your company in the market to be the most competitive.

Questions

1. Who are your competitors and what are their strengths, weaknesses and specialties?
2. Are there any potential new entrants and what barriers will they face in entering?
3. How much bargaining power do your suppliers have?
4. How much bargaining power do your customers have?
5. Are there any substitute products for your product/service?

2 BUYER'S JOURNEY: *DECISION*

The last stage of the Buyer's Journey is the decision stage. At this point the buyer wants to know:

1. Cost
2. Reviews of your company
3. Comparisons of other options
4. Problems they could run into
5. Solutions

Action

List out the content that answers all these questions.

Create any missing content.

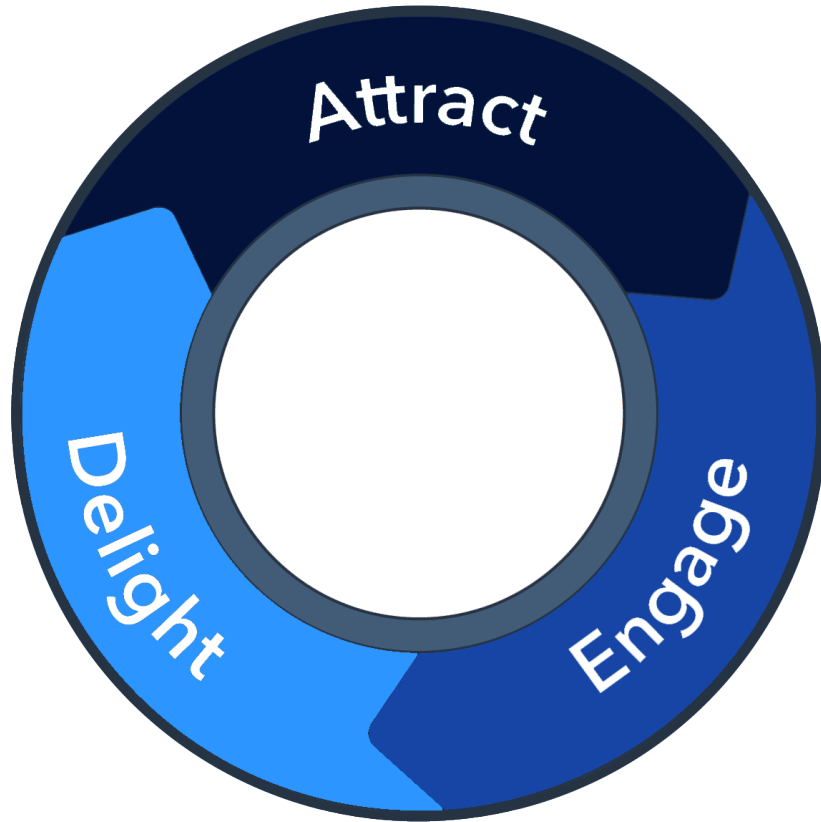
Make the content easily accessible for your buyers.

Competitors and other options :

Why you are better:

Problems/Solutions:

2 BUYER'S JOURNEY: ATTRACT, ENGAGE & DELIGHT



2 ATTRACT

In the attract stage you are looking to define the problem your buyers are looking to solve and provide them with information.

Action

Think back to the potential problems that you listed in the awareness stage of the Buyer's Journey.

Questions

What content do you have to define and solve the buyer's problem?

What content do you need?

2 ENGAGE

Questions

In the engage stage, you need to be sure to answer the big five questions:

1. Cost
2. Reviews of your company
3. Comparisons of other options
4. Problems they could run into
5. Solutions

Prospects want more in-depth information.

What types of content will you provide during this stage?

2 DELIGHT

To delight the buyers who become customers, you want to provide them with user manuals, best practices, reporting, other product information, and the ability to give feedback.

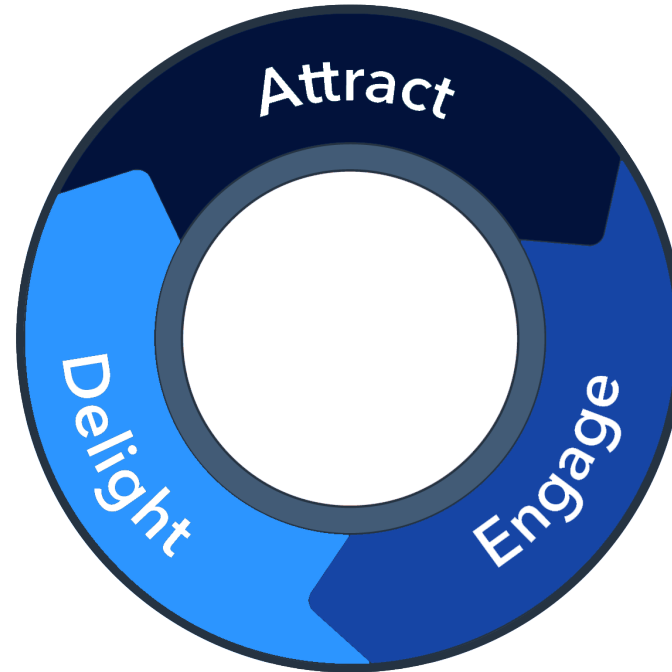
Questions

How do you already delight buyers after they have become customers?

What more do you need to do?

Remember: This can be a combination of relationship building, customer service, and content.

2 BUYER'S JOURNEY: INBOUND CONTENT BY STAGE



Attract Tools:

Content
Blogging
Press Releases
SEO
Social media
Video
Ads
Knowledge Base

Engage Tools:

Email
Newsroom
Live chats
Bots
Meetings
Calling
Social media
Marketing automation

Delight Tools:

Email
Social Media
Events
Exclusive
Feedback
Inbound links
Analytics
Marketing automation

3 GLOBAL MARKETING STRATEGY & GOALS

Question

Companies that succeed with global expansion set strategies that align:

1. Corporate strategy
2. Marketing strategy to support your corporate strategy
3. Multilingual strategy to support your marketing strategy.

And they all have SMART goals.

SMART Goals are:

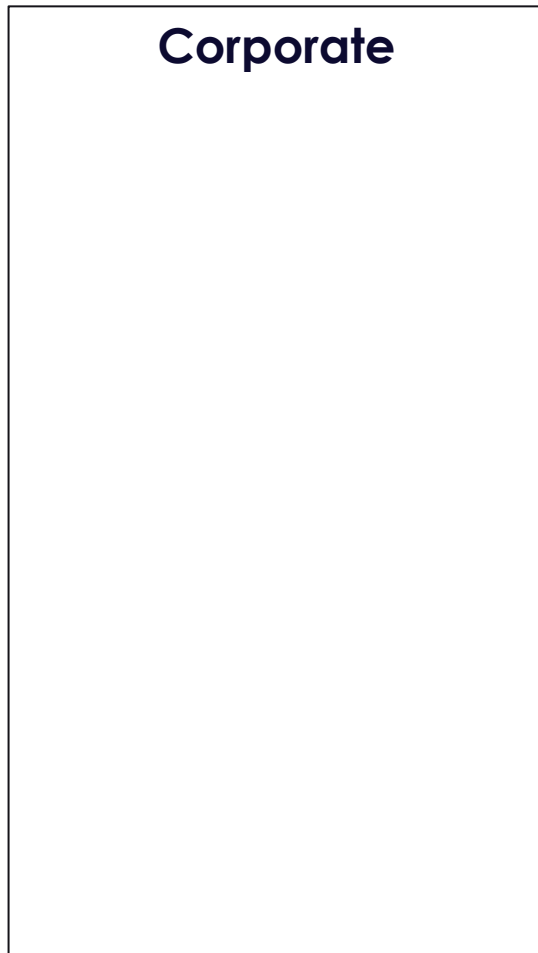
- S**pecific
- M**easurable
- A**chievable
- R**ealistic
- T**ime based

3 GLOBAL MARKETING STRATEGY & GOALS

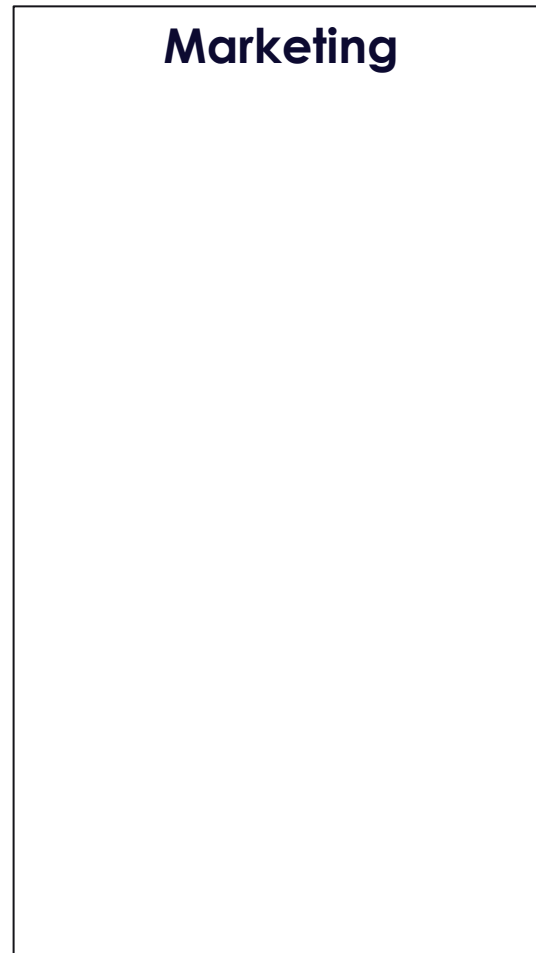
Action

Write your strategies:

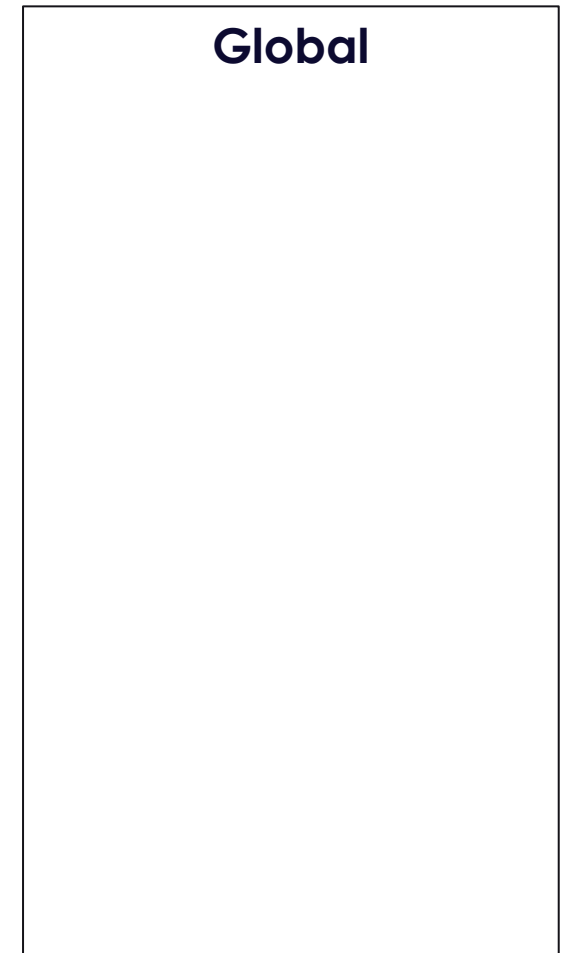
Corporate



Marketing



Global



3 GLOBAL MARKETING STRATEGY & GOALS

Questions

For your global marketing plan to succeed you will need to answer who, what, where, when and how.

1. Who will lead the venture?

2. What resources will be needed?

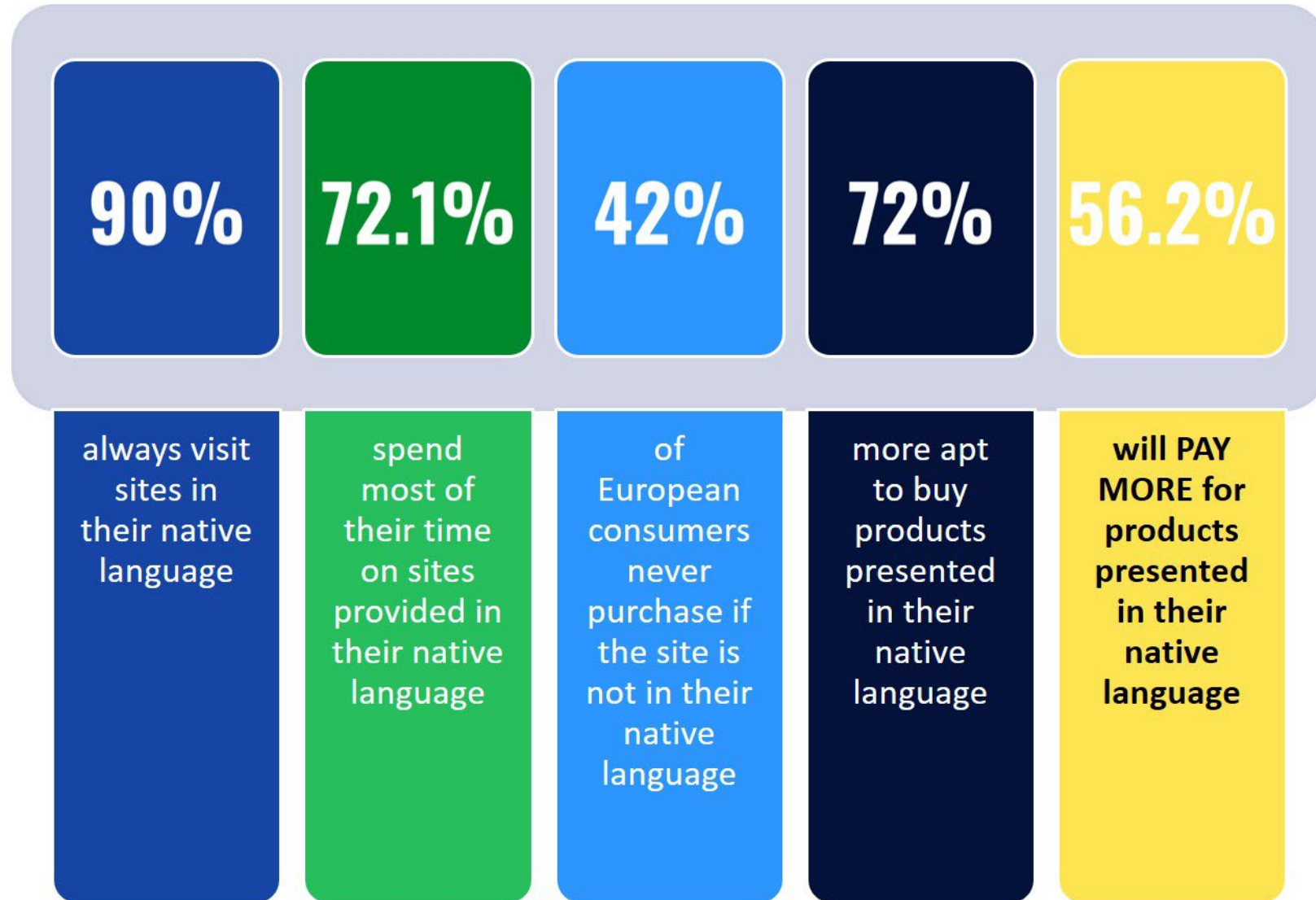
3. Where will you go?

4. What is your timeline for launch?

5. How will it be done?

4 QUALITY TRANSLATION & CULTURAL ADAPTATION

WHAT BILINGUAL WEB VISITORS SAY:



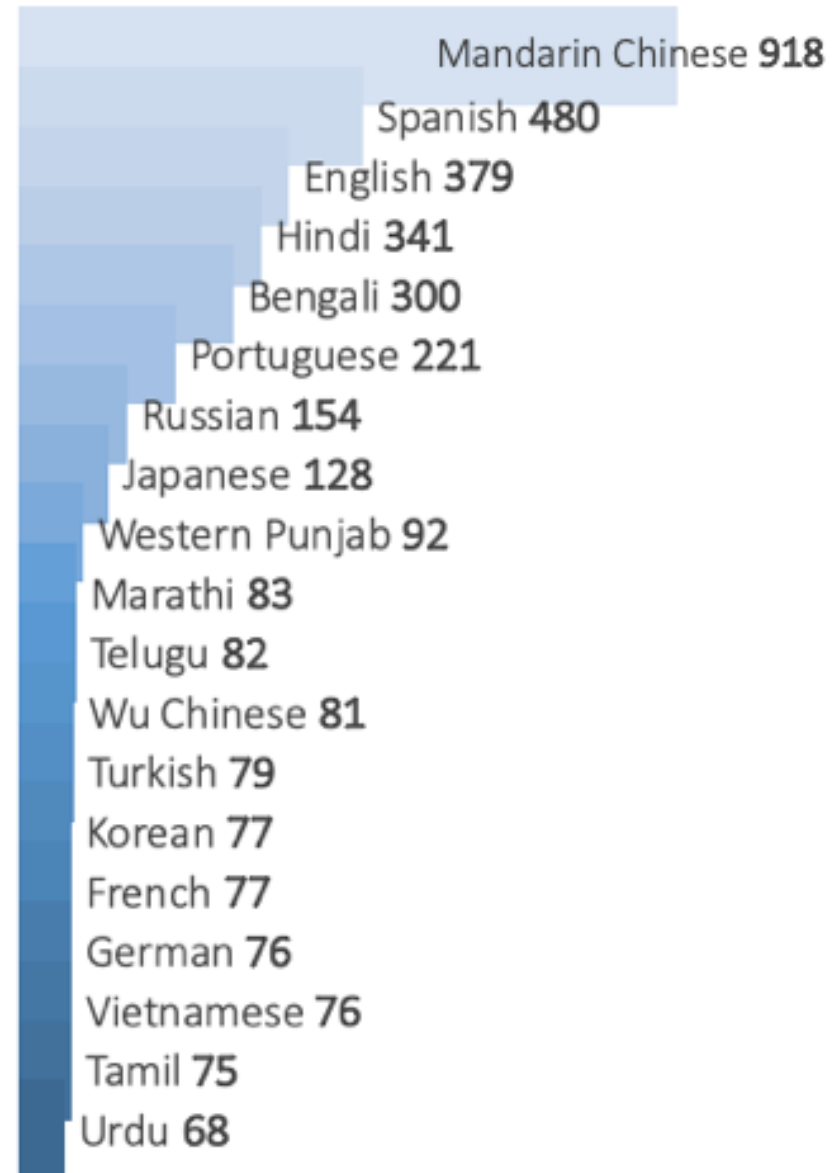
4 QUALITY TRANSLATION & CULTURAL ADAPTATION

Question

Who is your target market?

What language or languages are used in your target market?

Top 20 Languages Spoken per Million Speakers



4 QUALITY TRANSLATION & CULTURAL ADAPTATION

Action

- ❑ **Localization:** The process of adapting the language, cultural, and technical content into readily acceptable usage for distinct markets.
- ❑ **Globalization:** This is the preparation of a product or material to be used globally.

When deciding whether to localize or globalize consider the benefits of your products, the sophistication of your buyers, competing products on the market, and your budget.

Question

Will localization or globalization be better for your situation?

5 WHAT CONTENT TO TRANSLATE

Don't know where to start?

Start with the website!

You have 3 options:

- 1. Translate the **whole website** – this is always an option but can be expensive.
- 2. Translate a **microsite** – a smaller site that provides information about you and the specific products/services you are offering in that market.
- 3. Translate a **landing page** that provides a summary of all the information on one page.

Action

Think back to what attracts, engages, and delights your buyers on their journey.

Write down what you want to get translated.

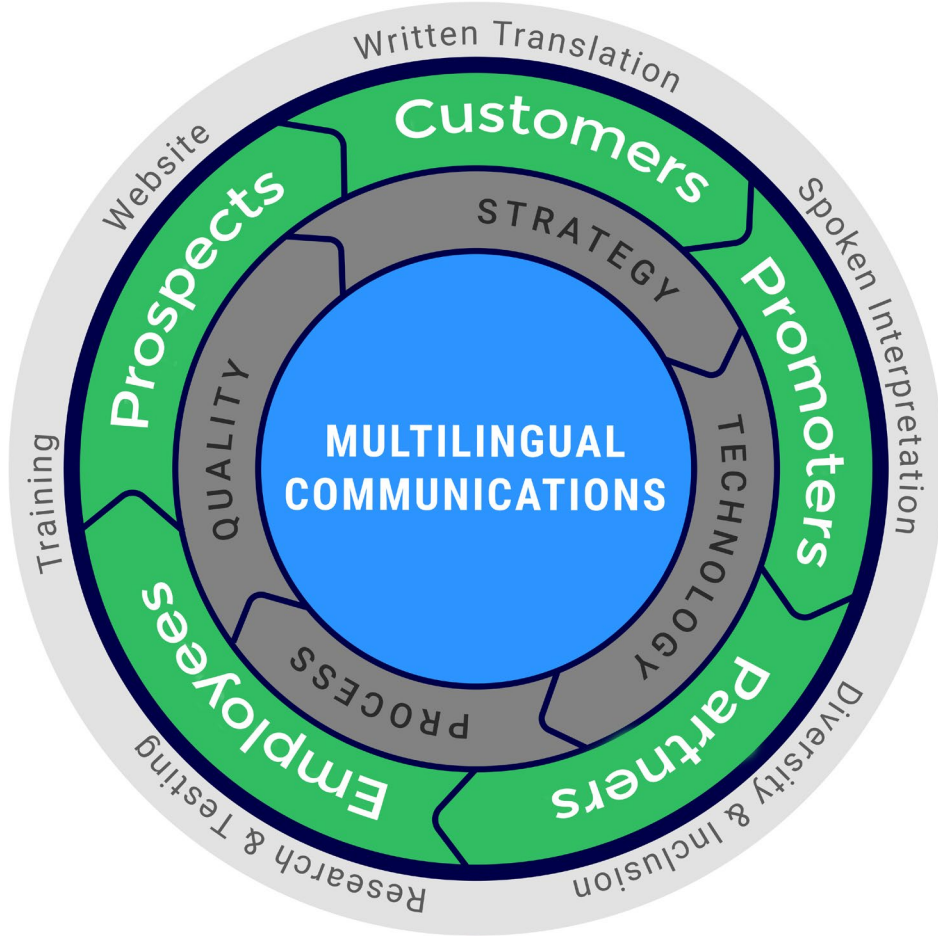
6 WHO CAN DO TRANSLATION?

- Machine translation:** Quick but inaccurate. NOT good for marketing.
- Internal Employee:** Consider the opportunity cost of them not doing their current job.
- Friends or Family:** Can be inaccurate and unreliable.
- Distributors:** Focus on sales not marketing so they may change your message. Best used to review your translations for industry terminology.
- Independent translators:** More work for you but can be successful if you find the right person and check quality.
- Agency:** High quality, reliable, and specialized if you hire the right one!

Action

List out your content and choices for who does the translation.

7 ROADMAP FOR SUCCESS: FINALIZE YOUR PLAN



10 STEPS FOR GLOBAL EXPANSION

1. Develop your corporate, marketing and multilingual strategies.
2. Clearly define goals and objectives.
3. Diagram your Buyer's Journey.
4. Identify what information they need at each stage.
5. Decide what you are going to translate.
6. Decide on quality needed.
7. Decide who will do your translation.
8. Develop a process for procuring and managing your translations.
9. Offer in language support where needed.
10. Experience success in new markets!

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